

NAFED Invites Applications from Reputed Distributor Agencies/Super Stockists for the Sales and Distribution of Nafed Brand Products

National Agricultural Cooperatives Marketing Federation of India Limited (NAFED) is an apex organization of Marketing Cooperatives in India. NAFED is also one of the central nodal agencies for the procurement of notified agricultural commodities under the Price Support Scheme (PSS). NAFED is also procuring Pulses for Buffer Stocking under the Price Stabilization Fund (PSF) Scheme of the Government of India.

2. NAFED has ventured into Consumer Marketing as a step towards diversification of its activities to make available essential items of daily need to the consumers at affordable rates. In the sixty years of its existence, NAFED has become a brand name amongst farmers and consumers. NAFED deals in all kinds of pulses, spices, tea, and food grains produced in India. The blending and packaging of tea is done at its own unit located in Guwahati.

3. NAFED branded products like NAFED Tea, NAFED Pulses, Rice, Besan, Spices, and Mustard oil are very popular among consumers and have received an overwhelming response owing to which NAFED has decided to venture into the General Trade market by developing and expanding its distribution channel to establish a supply chain, wherein the sourcing, procurement, packaging, storage and distribution/supply takes place.

4. To expand retail sales, Nafed invites applications from reputed Distributor agencies/Super Stockists for distribution and to further scale up the reach of Nafed Brand Products across the country. Nafed will appoint and engage the eligible distributor agencies/super stockists on the following terms:

- a. Credit of 50% value of products (not exceeding Rs. 50 Lakhs) for 15 days period for sales & distribution of Nafed Brand Products across the country. Post-dated cheque (for a provided credit value) to be submitted by the Super Stockist/Distributor Agencies.
- b. Maximum Return to Vendor (RTV) of 2%.
- c. Bank Guarantee of 50% of the value of Nafed Brand Products to be provided by the Super Stockist/Distributor Agencies.
- d. Minimum Annual Business Guarantee of Rs. 5 Cr. by the Distributor Agency/Super Stockist.

5. The Interested applicants may fill in the details (**refer Annexure-I**) and share the same along with the required/relevant documents on email id - retailbusinessdivision@nafed-india.com for further review.

6. Upon receipt of the applications and after screening, the other required formalities will be communicated to the eligible applicants.

Annexure-I

| Details | Information to be filled | Document evidence to be attached |
|---|---------------------------------|--|
| Name of Firm | | Relevant Documents (Proprietorship/Partnership Firm/Company/LLP), COI, FSSAI, GST, etc. |
| Registered Office Address | | Telephone Bill, Adhaar Card, Voter ID, Passport Copy, Electricity Bill |
| PAN No. | | Copy of Pan Card |
| GST No. | | Copy of GST |
| Trade Segment (General/Modern/Both) | | Relevant Document |
| Existing Distribution network in State (s) | | Relevant Document |
| Proposed Areas of Operation (States/Cities/Pan India) | | Self Declaration/Undertaking on Letter Head of Company |
| Annual Average Turnover in the last three financial years (in Rs.) and Net Worth | | Audited Balance Sheet of last three financial years along with annual average turnover and Net worth certificate certified by the Chartered Accountant |
| Name of Authorised Person | | |
| Mobile No. Primary Contact no. Secondary Contact no. | | |
| Email id | | |
| Bank Account Details | | (Copy of Cancelled Cheque) |